

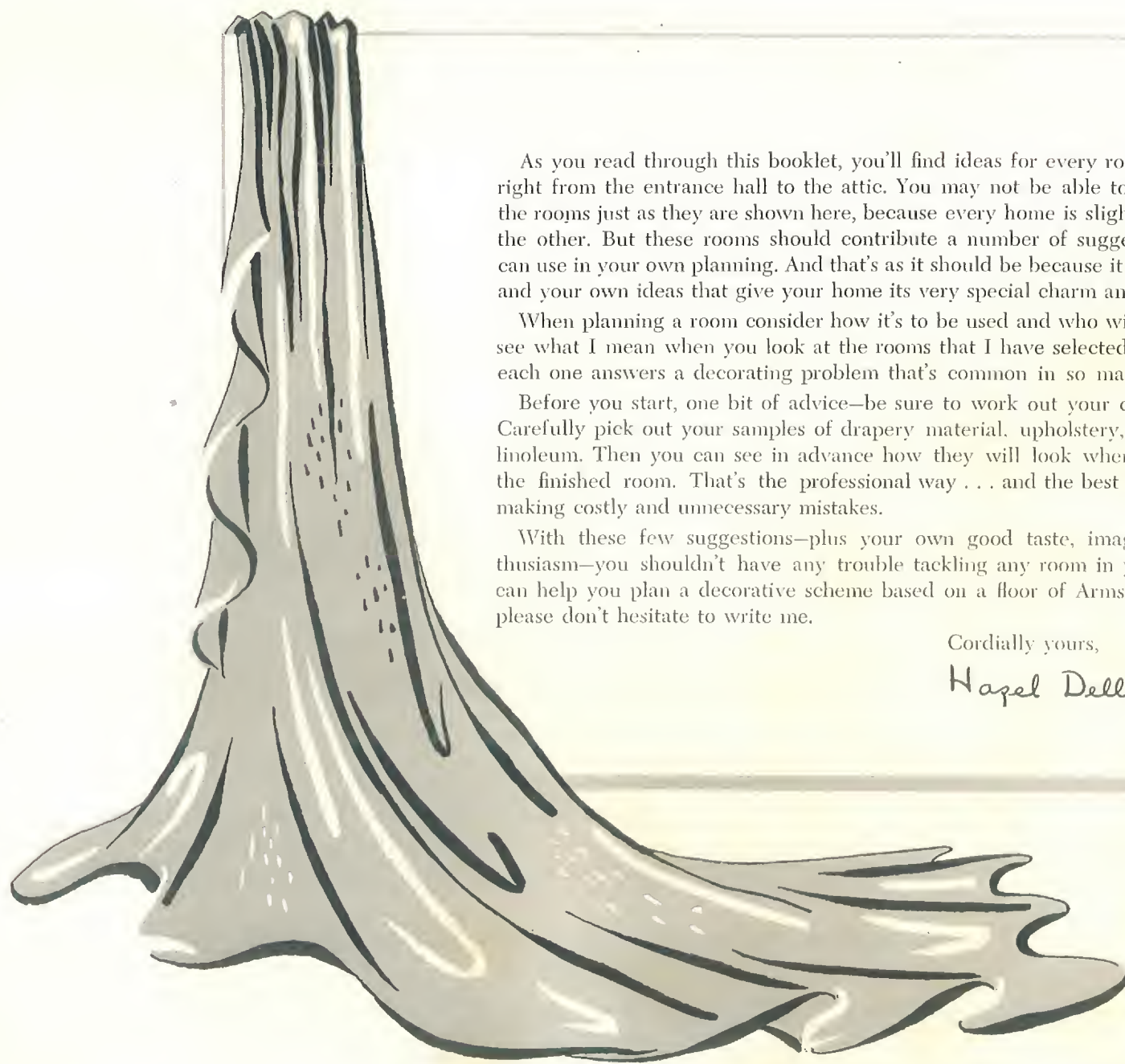
IDEAS FOR EVERY ROOM

Hazel Dell Brown

Color Scheme
Coral, White and
French Gray

Floor
Armstrong's Jasper
Lindzum
Platinum Gray





As you read through this booklet, you'll find ideas for every room in the house—right from the entrance hall to the attic. You may not be able to duplicate any of the rooms just as they are shown here, because every home is slightly different from the other. But these rooms should contribute a number of suggestions which you can use in your own planning. And that's as it should be because it is your own plans and your own ideas that give your home its very special charm and personality.

When planning a room consider how it's to be used and who will use it . . . you'll see what I mean when you look at the rooms that I have selected for this book . . . each one answers a decorating problem that's common in so many of our homes.

Before you start, one bit of advice—be sure to work out your color scheme first. Carefully pick out your samples of drapery material, upholstery, wall colors, and linoleum. Then you can see in advance how they will look when put together in the finished room. That's the professional way . . . and the best way to keep from making costly and unnecessary mistakes.

With these few suggestions—plus your own good taste, imagination, and enthusiasm—you shouldn't have any trouble tackling any room in your house. If we can help you plan a decorative scheme based on a floor of Armstrong's Linoleum, please don't hesitate to write me.

Cordially yours,

Hazel Dell Brown

You can dine in the kitchen — and love it!

Whether or not we're willing to admit it, eating in the kitchen is a great American custom. And why not? It's convenient and it's chummy. Well, here's a lovely, workable kitchen where you can proudly entertain the minister or your husband's boss. And it's not a tricky push-button affair at all.

The room is designed around the generous corner space that has been turned into a highly practical work center. With the doors open, everything you need is right in front of you, all within easy reach—no hunting, no fumbling, no lost motion. Even your cookbook is in plain sight on a small tilted stand. And bothersome pot and pan covers are kept in a sliding drawer fitted with thin wooden dividers to keep them neatly arranged.

When the meal has been prepared, you simply close the folding doors and all your cooking utensils vanish from sight. Then the convenient drop-table, which is hinged to the wall, becomes a pleasant place to enjoy a fine meal.

The floor of Armstrong's Linoleum has been carefully chosen to add a distinctive touch to this practical kitchen. The field of Armstrong's Gray Marbelle is custom-styled with gently curving inset strips of black Marbelle to emphasize the contour of the room. With this room likely to become one of the favorite gathering spots in the house, you'll thank your lucky stars for a floor of Armstrong's Linoleum. It can be cleaned up in a jiffy and always looks attractive whether you're using the kitchen just for cooking, for family dining, or for some extra-special guests.





Floor: Armstrong's Marbelle Linoleum, Styles 021 and 018. Cove base and sink top: black Marbelle, Style 021.



Floor: Armstrong's Embossed Inlaid Linoleum, Style 5352.

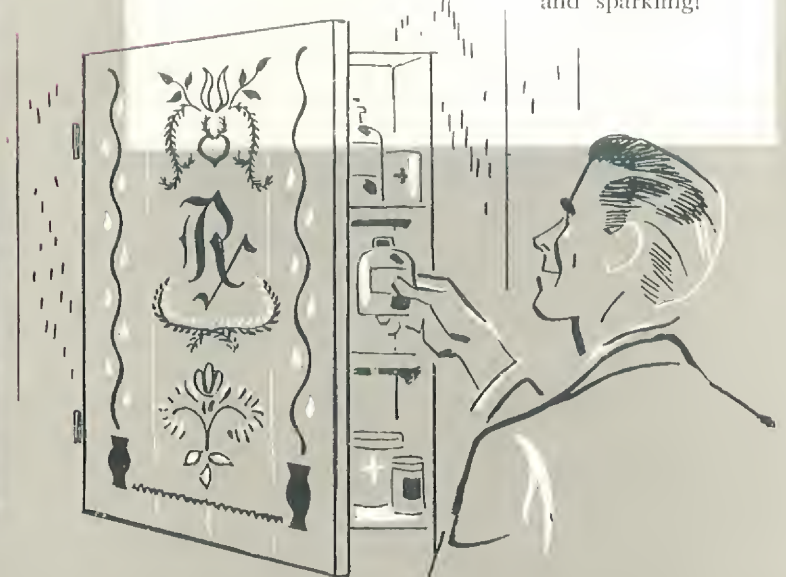
Who said a bathroom can't be Colonial?

Without changing standard fixtures, this once ordinary bathroom now has the warm charm of a Colonial style house. The knotty pine cabinets give the room an old-fashioned air, while the lighting under the scalloped valance adds a dramatic touch.

The narrow partition forms an alcove for the toilet and provides space for the medicine chest. Beneath the washstand are concealed a clothes hamper and a handy towel rack. The little dressing table has a glass top which is lighted from underneath. The hooked rug is a bath mat, and the old carriage lamps provide atmosphere as well as good light.

One of the most striking changes in this bathroom is the new Armstrong's Linoleum Floor with its colorful Colonial tile effect. How a Colonial housewife would have loved such an attractive floor and one that is so wonder-

fully easy
to keep clean
and sparkling!



Don't be baffled by a narrow hall!

If you have a narrow hall, you know how difficult it is to furnish it effectively.

Our suggestion is a Colonial style break-front with shelves trimmed a bit under normal depth. The whole cabinet is set snugly into the wall with the widest part stealing only ten inches from the hall.

The lighted shelves provide a place for a china collection or other treasures. The compartments below hold keys and mail, gloves, umbrellas, and overshoes. The center panel drops down to form a tiny desk.

The floor of Armstrong's Linoleum, which blends so well with the walls of Williamsburg blue, is highly practical for this hallway which gets so much heavy traffic. Armstrong's Linoleum can end your worries about tracked-in dirt.



Floor: Armstrong's Marbelle Linoleum, Style 027. Border and inset: Plain Eggplant, Style 47.

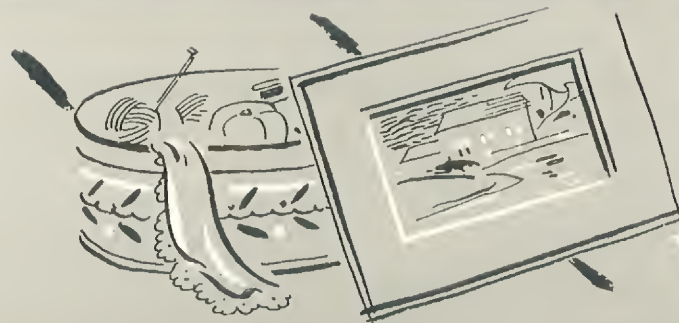
Lovely antiques deserve a lovely setting

Whether you've been collecting antiques for years or are just starting, you're eventually going to come face to face with the problem of where to show them off. Here's an Early American dining room that has all the rich historical atmosphere of past decades . . . and what could be a more perfect setting for your lovely antiques! A few simple architectural changes have transformed a lusterless dining room into a fascinating room of the 1800's . . . the beamed ceiling, the pretty curved window, and the inviting fireplace set in the natural pine walls. Why you'd almost expect George Washington or Betsy Ross to greet you on the stair landing!

Along with the old are a few new ideas, too. For instance, the use of a richly colored chintz in a small calico pattern to cover the window wall—the same fabric that is used for the draperies and slip covers. It's an interesting treatment and not too expensive, either.

Right in the middle of this setting of bygone years is a lovely floor of Armstrong's Linoleum. How much it would have meant to the Early American housewife if she could have had a floor like this in her time. Just think of the hours of hard work she would have been spared by not having to get down on her hands and knees and scrub her old-fashioned floor. Does Armstrong's Linoleum fit in with an antique setting? . . . well, you just look at the picture again and then decide for yourself.

As for the floor design, it was developed from an old-fashioned rag rug and carefully planned to keep a real homespun appearance. Armstrong's Brown Jaspé was laid with the grain running crosswise in the room. To add a spark of color with an antique flavor, irregular bands of plain red, white, blue, and chocolate linoleum were inset in the background in the same direction as the grain—and the whole floor suddenly came into perfect harmony with the other furnishings in the room. The resulting effect is a delightful example of how Armstrong's Linoleum can be shaped, cut, and fitted into unlimited designs to suit any type of interior—traditional or modern.





Floor. Armstrong's Jaspé Linoleum (Malay Brown), Style 16, with inset strips of blue, red, white, and chocolate.



Floor: Armstrong's Straight Line Inlaid Linoleum, Style 18220.

But is your kitchen really too small?

Like Grandpa's old roll top desk, this kitchen lets you simply roll open the doors and go to work with everything in sight and within easy reach.

Shelves of varied height make greater use of every inch of storage space. Wire racks hold glasses and cups. Swinging compartments are for spice containers. In the lower cabinet you'll find big, slide-out shelves for pots and pans and narrow vertical slots for large trays.

The rolling doors can be closed, the large work shelf under the top drawer pulled out, and a bench unfolded at mealtimes.

Notice how the red and green colors in the serviceable floor of Armstrong's Linoleum have been matched in the cabinets and flowerpots.



Does your bathroom need a "face-lifting"?

These before and after pictures clearly show how a conventional bathroom was made into one that's sparkling and up-to-date.

As in many decorating problems, the solution here started with the floor. First a sunny-yellow pattern of Armstrong's Marbelle Linoleum was selected. The graceful scroll was inset to make the room seem larger. Then a bright harmonizing color scheme was keyed to the floor. A clear glass shower stall was built into the corner and painted with huge stylized flowers. A matching glass panel screens off the toilet on the opposite side.

For space saving there's a combination lavatory and dressing table with a handy built-in clothes hamper. Two deep storage drawers keep bathroom accessories out of sight. There's plenty of light for easy shaving and making up as the mirror above the lavatory is lighted from both top and bottom. The Armstrong's Linoleum on the table top is not only attractive but also easy to clean.



Floor: Armstrong's Marbelle Linoleum, Style 031.



Two girls can be happy in one room

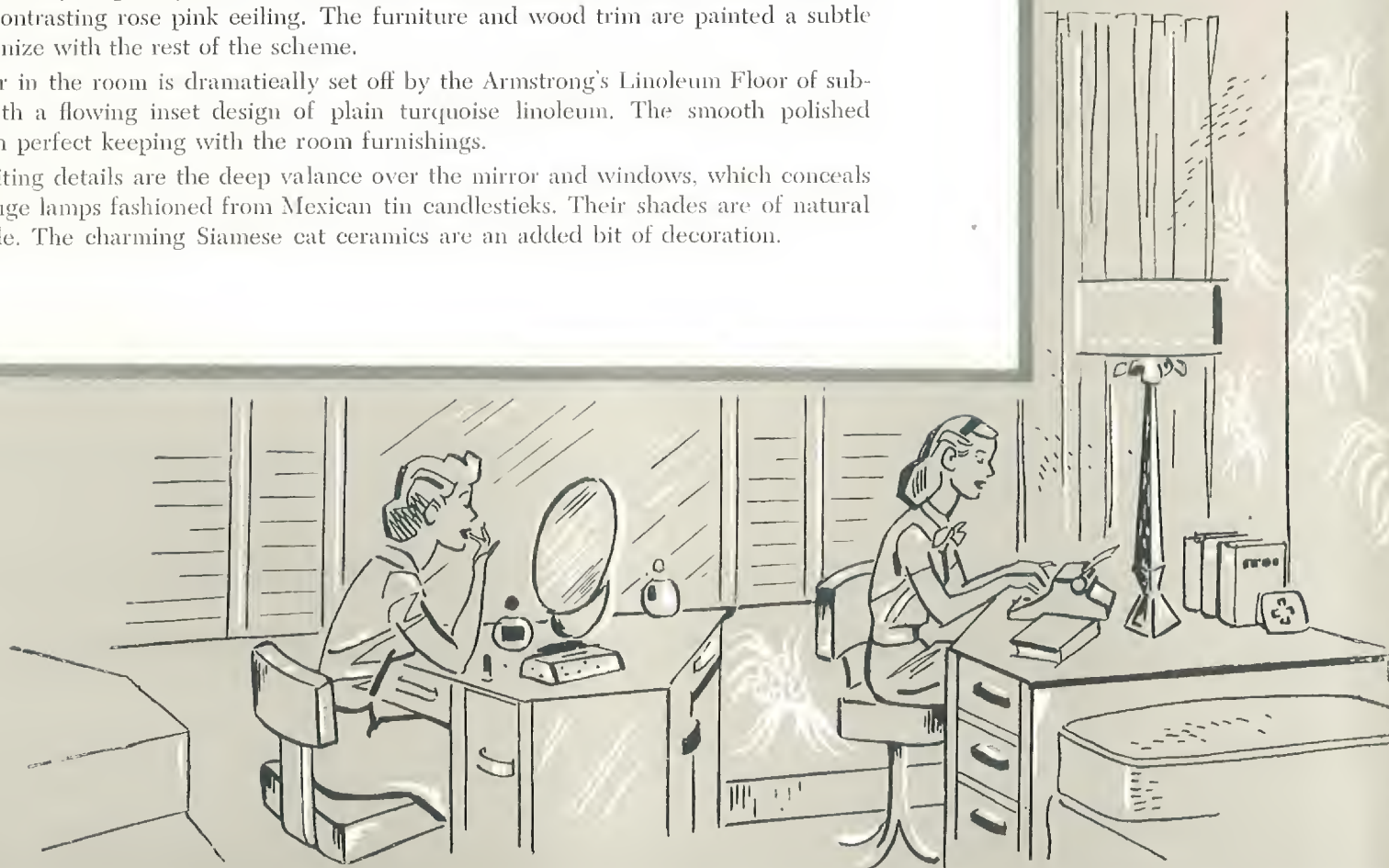
In small houses it's sometimes difficult to give each growing young daughter a room of her own. However, before you despair of keeping two daughters comfortable and happy, study how one room was turned into a colorful haven for two young girls.

Only slightly larger than 12' x 12', this room called for careful planning in order to permit full access to the windows; using a swivel chair to serve both desk and dressing table saved loads of space. Though most of the furniture is custom-built, the designs and carpentry work are so simple that any of these pieces can easily be constructed by the household handyman.

Tailored, yet completely feminine, this room takes its color scheme from the exciting wallpaper. Its dashing sweep is obtained by large expanses of turquoise in the venetian blinds, draperies, and spreads . . . combined with a contrasting rose pink ceiling. The furniture and wood trim are painted a subtle platinum gray to harmonize with the rest of the scheme.

The bold use of color in the room is dramatically set off by the Armstrong's Linoleum Floor of subdued gray Marbelle with a flowing inset design of plain turquoise linoleum. The smooth polished texture of linoleum is in perfect keeping with the room furnishings.

Among the other exciting details are the deep valance over the mirror and windows, which conceals soft lighting, and the huge lamps fashioned from Mexican tin candlesticks. Their shades are of natural pigskin laced in rawhide. The charming Siamese cat ceramics are an added bit of decoration.





Floor: Armstrong's Marbelle Linoleum, Style 036, with inset of Plain Turquoise Linoleum, Style 38.

Here's a private world for someone

A room that's practically an apartment can be a lifesaver. It's the ideal answer for a teen age daughter or a mother-in-law. And it's perfect as a guest room or a room to rent. This room combines a bedroom, large wardrobe, toilet facilities, and a cozy sitting room all in one.

A partition formed by a pair of book shelves, a wide cornice, and two folding screens tends to give this room a two-room-apartment appearance. A lavatory dressing table and toilet were installed on one side of the bed alcove. A large wardrobe closet, built in the wall to the left of the bed, has loads of space for clothes and accessories. The screen closes off the bed alcove and changes the entire room into a charming living room.

There are several decorator's tricks in this room—the gently curving desk that fits neatly into the corner; the unusually shaped rugs, cut with little waste from a square piece of broadloom; and the hand-decorated screen which could easily be covered with a beautiful wallpaper or fabric instead of being painted.

The color scheme of blue, pale green, and cerise and the contemporary style of the furnishings blend with the soft-blue floor of Armstrong's Embossed Linoleum. This serviceable pattern is a fine choice for rooms where color and utility are desirable and is ideal for this room planned for comfortable living.





Floor: Armstrong's Embossed Inlaid Linoleum, Style 5740.



Floor: Armstrong's Straight Line Inlaid Linoleum, Style 0530.

Can you find the 13 extra work shelves?

There's a lot more work space here than meets the eye. You simply pull out one of the 13 sliding shelves and, in an instant, you have a neat linoleum-topped counter right where you want it.

And the slightly curved-up front edge of each slide keeps things from slipping off. These slides serve in countless ways—the big shelf over the sink is a blessing every time you do the dishes; smaller slides provide space to set out salads or desserts; those slides by the stove hold seasonings, mixing bowls, and the like. For everyday eating you'll find them handy as can be.

Another real work-saver is the easy-to-clean floor of Armstrong's Linoleum. The Straight Line Inlaid maze design adds to the effectiveness of the Chinese decorative theme and blends well with the color scheme.



You'd find it easy to work in this kitchen

Here's a kitchen that seems to swing into action, to help make your work easier. The interior of the roll-front cabinet revolves like a lazy-Susan to put everything at your fingertips.

The swing-out table is always handy for extra work space or a convenient eating spot.

The lively color scheme, which carries from floor to ceiling, should help start your mornings off right. It's based on two shades of Armstrong's Marbelle, cut in semi-circular swags and fitted together without wasting any material.

Everyday cleaning is made easy by the blue marbled linoleum which covers the shelf and counter tops. Cove base of plain blue linoleum eliminates dirt collecting in corners and makes floor care easy.



Floor: Armstrong's Marbelle Linoleum, Styles 02 and 015.



By day, it's a Library



Take a masculine library, add a few decorator's tricks, and—presto, in just a few minutes' time it becomes a luxurious feminine bedroom any hostess would be proud to offer her guests.

It's done with curtains—curtains that disappear behind closed doors when the room is used as a study. When it's a guest room, these same shimmering curtains can be drawn to hide all evidence of the library.

This versatile room achieves a great deal of its style through a blend of Empire and Modern decoration. The built-in bookcases have wide ledges and a deep cornice which conceals lights. The cornice is supported by slim columns painted black and enhanced by bright, gold-edged discs. Behind the cornice are wide ledges on which are mounted traverse slide runways for the curtains. These are hidden behind the little doors at the end of the bookcases and on either side of the window area.





---by night, a Guest Room



Floor: Armstrong's Embossed Inlaid Linoleum, Style 5751.



By day,* the beds are under the ledges to make comfortable divan seats. At night, these "divans" can be pulled out and easily converted into full size twin beds for your guests. Notice how the little dressing table has been fitted into the plan of the room. The table top is a hinged lid fitted with a mirror on its underside. Beneath the mirror is a handy storage section where you can hide away all toilet and makeup articles when the room is being used as a library.

The floor of Armstrong's Embossed Linoleum is a geometric design in close tones of green, one of the favorite colors of the Empire Period. Though the room has two widely different uses, you'll find that this rich Armstrong's Linoleum Floor is always practical and attractive in appearance.



Here's more space for clothes

Closets! What house can't use more? Here's how you can create more of that blessed storage space simply by cutting slightly more than two feet from one end of a room. That really isn't much space to sacrifice—especially if it will mean an end to having your best dress crushed between your husband's suits!

See how much has been packed into those two feet of space. Every inch has been put to use. In the wife's closet there is loads of room for dresses, special shelves for hats, shoe racks, compartments for purses and accessories, fitted drawers for lingerie, hankies, stockings, and gloves.

The man of the house has his own ample closet with a built-in chest of drawers, a tie rack, even a monogrammed laundry bag.

The unusual decoration of this room was inspired by the new and beautiful Armstrong's Linoleum Floor with its appealing maze design in subtle tones of beige.

For close harmony, lighter beige was used for the walls and the simple rough-textured drapery. Against this beige background, the remaining colors of glowing poppy red, deep lime green, and accents of dark brown become strikingly effective.

The unique modern design in the floor of Armstrong's Linoleum is carried on into the closets to help give the whole room a greater feeling of spaciousness.





Floor: Armstrong's Embossed Inlaid Linoleum, Style 5750.



Floor: Armstrong's Marbelle Linoleum, Style 02, inset with Style 031.



Two-way closets serve both rooms

Here's a way to put the walls between bath and bedroom to work. Large closets built-in between bedroom and bath are accessible from either room and eliminate dashes from one room to the other for a forgotten robe. Half of each closet contains drawers.

Dressing tables in each room utilize the remaining space between the walls.

Here, like in most planned rooms, the color scheme starts with the floor. In the bathroom a field of Armstrong's Blue Marbelle has been inset with yellow Marbelle. Then the bedroom colors were harmonized with the bathroom color scheme. In the hall and bedroom is Armstrong's Brown Marbelle, with tan strips.

A kitchen designed for convenience

Too often mixers, waffle irons, and the like are hidden away and seldom used because it's too much trouble to dig them out and put them back. But that's not the case here.

The space under the window has been made into a compartment fitted with three glass doors which slide up and out of the way. The four double electrical outlets make it possible to plug in several appliances at one time.

The sparkling floor of Armstrong's Linoleum is extremely serviceable and suggested the attractive color scheme of red, black, white, and gray. And notice the decorative idea of repeating the cockleshell motif on the wall frieze—a really lovely touch for this modern kitchen.



Floor: Armstrong's Embossed Inlaid Linoleum, Style 5761.

A home for two at the top of the house!

If you have "extra" people living in your house, why not see what your attic offers in the way of space. You may find that a little imagination and carpentry can turn the unused area into a charming one-room apartment.

The space here is only 18' x 18' yet see what it contains—a full-sized bathroom, a compact kitchen, a bedroom, and a living-dining room with two big closets.

Most important is the bed alcove which was formed by building two simple partitions. It's complete with a full sized double bed and a pair of night tables. During the day the alcove can be closed off by curtains hung with a traverse arrangement within the box valance. That picture panel (matched on the opposite wall) is more than decorative—it slides into the wall to help ventilate the bed alcove.

Since there is nothing like white to create an air of spaciousness in small quarters, it was used generously—even on the simple maple dining set. And to give the white stability, a fine brown and white toile-de-jouy cretonne was used for draw curtains and for upholstery on the love seat. The brown jaspé block design of Armstrong's Linoleum chosen for the floor gives an unbroken expanse of simple texture which unifies the room and helps make a handsome setting for the inexpensive furnishings.

So before deciding you need a larger house, try to utilize your extra attic space. This room is a fine example of what careful planning and skillful use of color can accomplish within the limits of a slender budget.





Floor: Armstrong's Straight Line Inlaid Linoleum, Style 210.



A complete dream cottage for two on a budget

It's not easy to build a dream house on a small budget, but here's a delightful little cottage that you can have without finding that your dreams were too big for your pocketbook.

In a total space of only 20' x 24' this charming cottage offers a spacious living-dining room, four generous-sized closets, a complete little kitchen, a compact bathroom, and a balcony bedroom.

The secret of the extra space is the pitched roof and the balcony which increases floor area more than thirty per cent to give this home an airy, open effect.

Just off the street entrance underneath the balcony is a big closet (really big, 4' 6" x 7'). A completely equipped kitchen has a full size sink, table-top refrigerator, stove, and ample counter and cupboard space. Next to the kitchen is a bathroom which provides a shower as well as a toilet and lavatory. And finally, beyond this, is a room under the stairs—a utility room to house the oil burner and give you extra storage space.

On the balcony are two full size twin beds—separated by a blanket chest—and two large wardrobes. In the evening attractive curtains can be drawn along the pretty balcony railing for privacy.

The living room has a number of eye-catching features—the large picture window in the new egg-crate design, the homey fireplace of white painted brick, the built-in bookcases, and the roomy built-in dresser for linen, china, and silver.

Finally, there's the colorful Armstrong's Linoleum Floor in serviceable turquoise Marbelle—spotted with gay insets of plain chartreuse and coral linoleum. The same floor is used throughout—an economical plan which gives a feeling of spaciousness to the house and helps unify the color scheme.





Floor: Armstrong's Marbelle Linoleum, Style 037, with insets of Plain Coral Linoleum, Style 49, and Plain Chartreuse Linoleum, Style 33.

A variety of floor styles that make decorating fun!

You've just been looking at a number of Armstrong's Linoleum Floors—no two are alike. You've seen how various designs and colors can be selected for any purpose, for every kind of room, for every style of furnishings. There are soft designs that serve as a rich background for important furnishings. There are bright, sparkling designs which highlight the color of a room. There are designs which create a crisp, clean-cut effect and others which add texture and character to a room. Certain patterns emphasize a formal scheme; others lend a warm, friendly feeling. Rooms can be made to look wider or narrower, lighter or darker by using different pattern and design combinations. That's because Armstrong patterns are planned to give you the widest possible choice of designs to harmonize with any style of decoration, any selected color scheme.

You'll see examples of these different types of patterns on the following pages. But remember that this is only a limited selection. Your local Armstrong merchant can show you many more. And, of course, with versatile Armstrong's Linoleum you can use any number of different combinations of colors and styles to create a custom made floor to fit your own personal taste.

PLAIN AND JASPÉ LINOLEUM for colorful floors, backgrounds, borders, and insets



Style No. 27
Black



Style No. 48
Canary Yellow



Style No. 23
White



Style No. 20
Brown



Style No. 21
Evergreen



Style No. 25
Terra Cotta



Style No. 29
Cadet Blue



Style No. 39
Chinese Red



Style No. 1
Apple Green Jaspé



Style No. 4
Light Taupe Jaspé



Style No. 5
Platinum Gray Jaspé



Style No. 6
Azure Blue Jaspé



Style No. 7
Beige Jaspé



Style No. 9
Tan Jaspé



Style No. 16
Malay Brown Jaspé



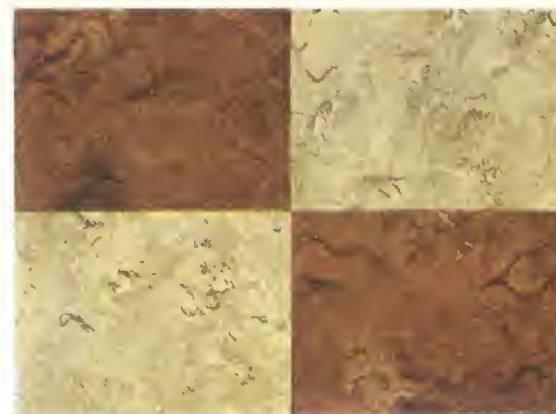
Style No. 19
Hunter Green Jaspé

ARMSTRONG'S STRAIGHT LINE LINOLEUM

for crisp, clean cut
style effects



Style No. 0488—A practical pattern for kitchen, den, hall, or bathroom. And there are accent colors in the blocks to go with varied color schemes.



Style No. 0501—A simple nine-inch block design in tones of sienna red and warm tan. So practical it can be used just about anywhere in the house.



Style No. 0531—This pattern combines free use of color and neat, clean-cut design. Informal in feeling, this design is a sound choice for a kitchen, bath, or study that leans toward modern decoration.



Style No. 18190—Interlocking accent blocks of gray and scarlet on a cream and black marbled background. This distinctive inlaid pattern is especially suitable for kitchens and bathrooms.



Style No. 211—The dark and light blue of this basket weave design helps to give a longer and wider appearance to rooms and hallways. It has a great appeal where a custom-effect is desired.

ARMSTRONG'S EMBOSSED INLAID LINOLEUM

You can see and feel
its rich texture!



Style No. 5761—The cool subdued colors make it ideal for modern interiors. The classic cockleshell, however, goes equally well with period decoration.



Style No. 5770—Subtle tone-on-tone coloring and softly swirled lines make this a lovely pattern for dining rooms, bedrooms, and living rooms.



Style No. 5751—The soft shading of colors and the feeling of a rich texture combine to give this pattern an unusual amount of charm and character.



Style No. 6310—Suitable for living rooms, halls, kitchens, dens, and sunporches, this rich terra cotta pattern features a smart and different tile effect.



Style No. 5740—A rich sculptured effect in muted tones of blue. This embossed inlaid pattern is smart for a living room, bedroom, den, or hall.

ARMSTRONG'S MARBELLE

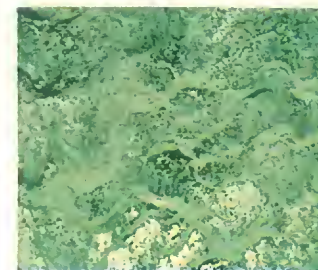
dignified patterns that are
work-savers, too!



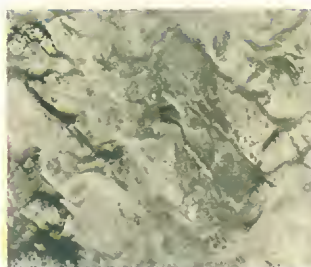
Style No. 013



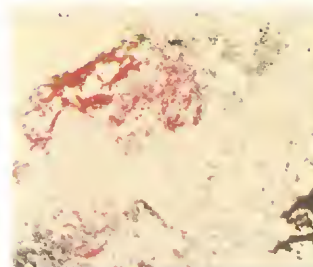
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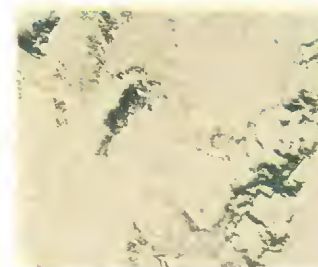
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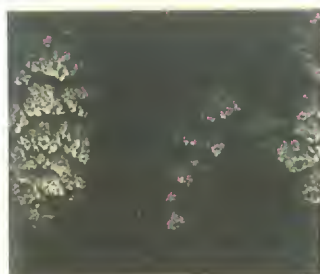
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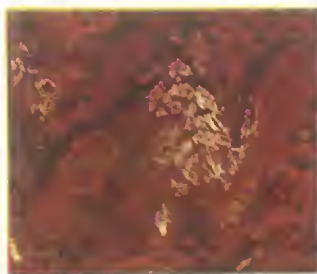
Style No. 016



Style No. 032



Style No. 021



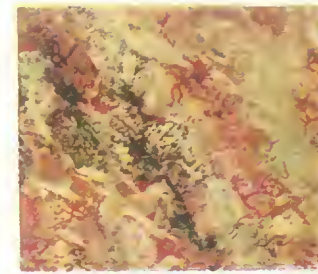
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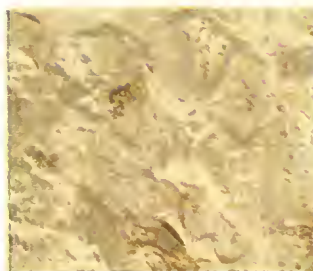
Style No. 02



Style No. 033



Style No. 034



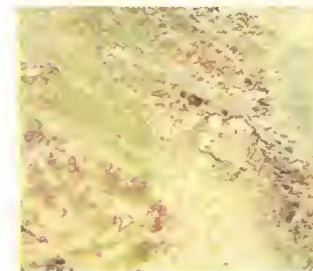
Style No. 09



Style No. 037



Style No. 028



Style No. 030



Style No. 036



Walls: Armstrong's Linowall, Style 705 and Armstrong's Veos Wall Tile.

ARMSTRONG'S LINOWALL

a lovely wall covering as
versatile as linoleum

The handsomest floor in the world can't hide the ugly effect of shabby, discolored walls. That's why, when you're putting a new floor in your kitchen or bathroom, it's a good idea to brighten the wall areas at the same time with Armstrong's Linowall.®

This remarkable material, in a variety of colors and patterns, gives you the same advantages on your walls as Armstrong's Linoleum does on the floor. It's an ideal wall covering for kitchens and bathrooms. It is every bit as easy to clean as linoleum, just as durable, and its beauty is just as lasting. Remember, too, that Linowall also offers you the possibility of a custom-designed wall to suit your own fancy. It should not be used in shower stalls or on walls around built-in bathtubs.

LINOWALL IS WASHABLE. Fingerprints, smudges, and ordinary stains come off in a jiffy. Occasional washing with mild soap and water is the only cleaning that is necessary.

LINOWALL IS FLEXIBLE. It can be formed smoothly, without seams, around corners. Properly installed, it covers walls without a sign of a wrinkle or a bulge. Your linoleum merchant can install Linowall, and you'll find the cost of such an installation moderate.

LINOWALL IS LASTING. It's a truly durable wall covering that remains attractive year after year. It won't craze or chip and never needs costly refinishing.

OTHER HELPFUL USES OF ARMSTRONG'S LINOLEUM

Though Armstrong's Linoleum is designed primarily as a floor covering, there are dozens of other places in your home where you can use linoleum to your advantage. Why not keep this in mind when you're having an Armstrong Floor installed?

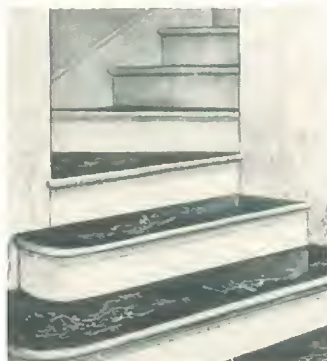
For instance, for color scheme consistency, you'll find that you can often use the same linoleum pattern on your sink and cabinet tops as you have on your floor. And little left-over pieces make fine surfaces for your window sills or the top of your kitchen stool. Covering these things with linoleum can be a big help to you in completing your color planning.

Armstrong's Linoleum is wonderful for table tops, too, and your husband will be delighted with a piece of it to cover the top of his workbench. It's perfect for a child's room, of course, but why not line the floor of baby's playpen with it, too? And how about those closet floors? And all the shelves throughout the house?

Wherever you have a surface that's a cleaning nuisance—that's a good place to have Armstrong's Linoleum. You'll find it a pleasure to keep sparkling clean. Your linoleum merchant can supply and install the linoleum to your specifications.



BABY'S ROOM. Armstrong's Linoleum is ideal for the nursery, but did you know it makes an attractive, sanitary covering for your child's playpen, too?



ON STAIRWAYS Armstrong's Linoleum is a serviceable covering that won't dent or mar under ordinary scuffs and kicks. It can also be coved up risers.



ON SHELVES. The smooth surface of Armstrong's Linoleum will make shelves easier to clean and dust. It's a practical floor for your clothes closet, too.



FOR SINK TOPS, WINDOW SILLS. Linoleum makes a sanitary covering for sink tops and other work surfaces. Spilled things wipe right off without scrubbing.



ARMSTRONG'S COVE BASE forms a curved linoleum joining from 4½ to 6 inches high between floor and walls. This treatment eliminates dirt catching corners.

HOW TO TAKE CARE OF YOUR ARMSTRONG'S LINOLEUM FLOORS

ARMSTRONG'S LINOGLOSS WAX AND CLEANER

As much as you may like the colorful beauty of the Armstrong Floors shown in this booklet, you can't really begin to appreciate the convenience of linoleum until it's installed in your own home. You'll find it a real work-saver. Furthermore, you need just two simple helps—Armstrong's Linogloss Wax and Armstrong's Cleaner—to keep your linoleum floor looking fresh and bright and clean.

Armstrong's Linogloss Wax is a product developed by Armstrong especially for fine linoleum floors. It's easily applied, spreads quickly and evenly, and does not need polishing. Linogloss Wax not only protects the mirror smooth surface of linoleum from wear and scratching but it also makes dusting and cleaning a good deal easier. Use it sparingly, however, as you'll find that several very thin coats are much better than one heavy coat.

Of course, before you apply any wax—be sure your floor is clean. Then once you've used Linogloss Wax, dry-dusting is all the daily care it needs. A damp cloth will wipe up most ordinary spots and stains in a jiffy. Occasionally, however, you'll want to wash your linoleum with a cleaner excellently suited for this purpose—Armstrong's Liquid Cleaner. (Always avoid using strong soaps on linoleum.) And don't wash your linoleum floors too often—most people do. Daily dusting keeps them clean, and an occasional waxing protects the surface from dirt and grime.



ARMSTRONG'S FURNITURE RESTS

Another good way to keep your floor fresh and new looking is to protect it with Armstrong's Furniture Rests. Without rests, most furniture has all its weight pressing down on a small floor area. With this excessive weight concentration, there is always danger of marring or denting the linoleum.


Armstrong's Furniture Rests spread the weight of your furniture evenly over a large surface. Even when furniture is tilted, the patented swivel action of these Armstrong's Furniture Rests keeps them flat on the floor—protecting your flooring from marring and denting.

The rich brown color and attractive design of Armstrong's Furniture Rests make them seem like a part of the furniture once they are installed. They don't chip or crack, when subjected to hard usage, because of their tough, plastic composition.

These furniture rests are made in two different types—the cotter pin type and the nail type. If your furniture has casters, the cotter pin type furniture rest should be used. They're easy to install. Merely remove the casters and slip the cotter pin into the caster socket. If your furniture does not have casters, the nail type rests should be installed. Each leg can be easily drilled so that the rest can be tapped in.

To prevent heavy furniture, such as sofas, pianos, stoves, and refrigerators, from marring your floors, use Armstrong's Round or Square Furniture Cups.





P.S. Well, this is the end of the book. Somewhere in its pages I hope that you've found suggestions that you can use in your home or seen an idea that has inspired your own thinking along decorating lines. I do wish we had space to show you more interiors, but if you keep watching your magazines, you'll continue to find new Armstrong rooms filled with decorating hints. And I'd like to remind you again, if you should need any help in planning your rooms around floors of Armstrong's Linoleum, just write to me. I'll be glad to help you.

Hazel Dell Brown

